

Maureen Smith

SOCIAL MEDIA & DESIGN

CONTACT

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EXPERIENCE

DIRECTOR OF MARKETING

HEARING IN COLOR
2019-PRESENT

- Develop cross-channel campaigns in collaboration with event coordinators, including web, email, and social media
- Create a social media calendar centering content that aligns with organization's mission
- Create graphic assets for live stream content
- Collaborate with videographers, photographers and designers to create engaging campaign assets
- Coordinate messaging with communications manager to ensure consistent information across social media and email marketing efforts
- Hone voice and tone of digital and social communications to connect authentically with brand audience

SOCIAL MEDIA MANAGER AND PODCAST PRODUCER

SCAPI MAGAZINE
2017-PRESENT

- Create, produce, and co-host an interview podcast
- Supervise and train social media interns, delegating tasks and providing feedback
- Create brand standards and guidelines
- Ensure standards and guidelines are present in all social media content
- Develop cross-channel campaigns, including web, email, social media, and podcast promotion
- Assist in adherence to SEO strategy
- Collaborate with Editor-in-Chief in creation of "podcast to article pipeline," where podcast content is repurposed into articles and blog posts
- Work with individual podcast hosts in meeting deadlines, brainstorming episode ideas, advise in questions around format, release schedules

FREELANCE SOCIAL MEDIA & DESIGN

2013-PRESENT

- Working with clients on creating custom social media marketing plans to suit their brand's needs
- Consulting with individuals and businesses on social media best practices
- Developing both short and long term campaigns in support of events and fundraising, as well as day-to-day channel management

EDUCATION

PEABODY INSTITUTE OF
THE JOHNS HOPKINS UNIVERSITY
BM Vocal Performance 2008-2012

SKILLS & EXPERTISE

- Graphic Design
- Knowledge of Facebook, Instagram, and Twitter algorithm
- Fluency with Google Suite, Adobe Suite, Wordpress, Squarespace
- Proficient with Mac OS and Windows
- Excellent communication skills
- Audio, photo, and video editing
- Podcast production

REFERENCE

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